



Andrew Pearson

# Workshops, consultancy and coaching for management and business development!

## Let's find success!

If your business is food, horticulture or leisure, then shouldn't you spend a day with someone whose business is business?

Andrew Pearson's business workshops give practical, profit building ideas, for horticultural, land base and rural businesses that want to spend more time on business development and marketing.

*"Your workshops helped me increase my turnover by £30,000 a month"*  
*Don Burgess, Managing Director, Freeminer Brewery*

*"Your work has been extremely useful to me, highlighting areas for attention and confirming some of my beliefs as to ways in which our business could be improved. ... the table of proposed action points has proved very effective for us. I would be delighted to recommend the process to other potential clients if that would be of assistance to you."* *Simon Harvey, Divisional Director, Mack International*

## Would one of these workshops work for you and your team?

- **Discover profits that lie hidden in your business** – learn how to increase your turnover and profit by 30% - or more!
- **How to keep your business moving forward in tough times with a breakthrough strategy** – strategies to survive and thrive in harsh times
- **How many 'R's in success?** – learn to develop 3 foundations for business success
- **How to sustain business growth and momentum** — the ultimate change programme that will help you spend more time growing your businesses while everything runs with expert efficiency
- **Have you seen a purple cow** – learn how to put innovation back into strategy
- **Right first time** – the best way to build a great business plan
- **Driving sales forward with profit-oriented marketing strategies** – learn how to attract even more of the right customers and stand out from your competitors
- **Rejuvenating the mature business** - resolve stultifying predicaments and acquire the keys to invent superior strategies to pioneer new business!
- **Effective strategic management** - through a mix of case histories and gain sharing, managers learn the keys to be the only effective advantage a company can have!

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Committed to Multiplying Revenue and Profit.

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- **So you think you know your customers!** – learn how to delight your customers ...so that they spend more and refer you to their friends and colleagues
- **How to create 'breakthrough' strategies for your business** – learn how to develop a winning business strategy
- **Transforming the process of going to market** - learn how to become a market leader and find the best routes to market
- **Motivate the people you work with** – learn how to create team dynamics ... so that you achieve even more positive results for your business
- **Create persuasive promotional materials** – maximise the potential of your promotional work with accurate targeting,, compelling messages and language that the customer understands

"If you're interested in running your business more efficiently, and realizing greater profits, I highly recommend working with Andrew Pearson." *Pam and Rob McAllister  
Flowers at 97, Wingham, Kent*

## and lookout for ...

### January 15<sup>th</sup> 2009, at Whittlebury Hall, Northants.

**How to keep your business moving forward in tough times with a breakthrough strategy.** CALL it a recession; call it a depression – but whatever you call it, the economic picture these days is a tough one. What is required is value creation and firm action to achieve it. This [workshop](#) provides the practical shifts that can be taken to create and sustain revenue and profit in the tough times we are in

"...these workshops are conducted with professionalism and provide managers with the practical action points they need to find and carry forward new business opportunities."  
*Chris Knock Managing, Director, ADER programme*

"An amazing amount of powerful information. It helped us rethink the whole way we do business and what we do for our customers."  
*Paul Easterbrook, Royal Forest Pickles*

"The workshop made you think. I have never been to anything like it before. I'll certainly go again and recommend it to other farmers."  
*Peter Cox, Business Park Manager, Grange Farm*

"I was really impressed with the way that you helped us develop our objectives. The strategies that we then put in place to market our flowers really worked. The promotions went off well and our contacts with our buyers improved too. It was so useful to have someone devote that kind of input; I really felt that I more than fully benefited from the programme." *Andrew May, Managing Director, Mainland Marketing Ltd, for Isles of Scilly Producers*

## Unique Business Results *plus* ...

Andrew Pearson learned about business development at Bibbys, the oils and animal feed business, before setting up his first business aged 26. He steered this to market leadership and a turnover of £11m in 6 years. He then worked in key advertising, marketing, and

management positions in the U.K. before joining Cargill in Eastern Europe and setting up UBS Unique Business Strategies, his own coaching and consulting business, in 2000.

Since then he has evolved highly successful coaching programmes and participative learning events, designed to tackle major issues of the day, which are filled with his enthusiasm, knowledge, tips and stories to help business owners and managers build successful business strategies.

*"It was perfect"*

*Rachel Tilford, Over Farm Market, Over*

**We look forward to hearing from you.**

With best wishes



**Andrew M. Pearson**

The Strategist's Choice



unique business strategies  
making good business even better

**PS. Why not go to <http://www.uniquebusinessstrategies.co.uk> and download your FREE copy of 7 Shifts to a Breakthrough Business Strategy for Tough Times?**